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ABSTRACT

After 750 combined hours of analysis, the authors discovered major verbal and nonverbal communication differences between the candidates in the three Ford/Carter debates. The research was based on an analysis of 7,378 specific nonverbal behaviors and on 955 verbal references found in the 30,852 word transcripts. The researchers found differences in eye gaze, mouth expression, shoulder and head movements, speech rate, nonfluencies, use of specific supporting materials, and character references, as well as differences in overall effectiveness and speaker credibility. The results suggest that Jimmy Carter projected several images throughout the debates. The nervous Carter in debate one became the aggressive, but often gentle, Carter of debate two and, finally, the cautious and again tense Carter of debate three. According to the analysis, Gerald Ford projected a steady and consistent, if somewhat slow and ponderous, image, an image of knowledge, competence, and strength, but hardly one of dynamism and warmth. Tables and figures are included. (LL)

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THE IMAGE OF THE CANDIDATES:
A COMMUNICATION ANALYSIS OF
THE FORD/CARTER DEBATES I, II, AND III

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Introduction

After 750 combined hours of analysis, Professors Gerald M. Goldhaber, Jerry K. Frye and D. Thomas Porter, together with Research Fellow, Michael Yates, all from the State University of New York at Buffalo, Department of Communication, have discovered major verbal and nonverbal communication differences between the candidates in the three Ford/Carter debates. The research was based upon an analysis of 7,378 specific nonverbal behaviors and 955 verbal references found in the 30,852 word transcripts. The researchers found differences in eye gaze, mouth expression, shoulder and head movements, speech rate, nonfluencies, use of specific supporting materials, character references, as well as differences in overall effectiveness and speaker credibility.

Since most viewers in national surveys conducted after the three debates were unable to identify specific reasons why Ford or Carter "won," this research may provide useful clues about each candidate's image projected to the viewers (potential voters).

We believe that, taken together, these behaviors help create an impression of each candidate which exceeds the importance of the actual words used by the candidates. We believe this impression, this projected image, will ultimately have great impact upon how or whether people vote. Based upon an in depth content analysis of the written transcripts and videotapes of all three debates, our major findings are presented next.

Conclusions

Overall Conclusion

Carter. In Debate I we saw a generally solemn, tense and nervous Jimmy Carter whose rigid body exhibited random shifts in eye gaze and facial expression, sometimes smiling inappropriately and often nervously licking and pressing his lips. We saw rapid head movements accompanied by fast and often nonfluent speech.

We saw a Jimmy Carter in awe of "President Ford" and defensively trying to prove his competence by relying upon specifics to support his generalities.

In Debate II, however, we saw a much calmer, more relaxed Carter who maintained his high speech rate but without disruptive nonfluencies. We saw his eyes focus almost exclusively on the TV camera as he sought to maintain direct contact with the millions of viewers. The somber facial expression was changed to a more gently, smiling Carter who was no longer afraid to attack "Mr. Ford", who sought to place him on the defensive while keeping himself aloof from the potential pitfalls of specifics and details.

In Debate III, we saw another Carter, a cautious but again somewhat nervous man who smiled more often, but not just as an indicator of pleasure or relaxation. While his upper body remained calm, his head, eyes and mouth again engaged in rapid and sometimes random movements. Once again, his eyes found refuge with his podium while his speaking rate increased, often at the expense of his fluency.

In sum, Jimmy Carter seemed to project several images throughout the debates. We saw the nervous Carter in Debate I become the aggressive but often gentle Carter of Debate II and finally the cautious and again tense Carter of Debate III.

Ford. In Debate I, we saw a rigid Ford whose head moved little, whose face remained expressionless, whose eyes remained fixed on the panel while ignoring the 100 million TV viewers, but whose upper body frequently moved shifting weight from his left foot to his right. Accompanying his infrequent and sometimes ponderous body movements was a slow but steady speech rate unhampered by nervous nonfluencies. Finally, we saw a Gerald Ford attempting to portray a lofty Presidential image by displaying several lengthy and often tiresome statistics and detailed examples while frequently referring to his own achievements "in the oval office."

In Debate II, we saw relatively the same Gerald Ford as in Debate I. The only major change was when Ford chose to talk to his TV audience instead of the panel, even occasionally smiling while he again relied upon specifics, examples and Presidential references as he sought to defend his record against Carter's direct attacks.

In Debate III, Ford decided to once again look at the panel instead of the camera although he managed a few frontal gazes at Carter, attempting to place him on the defensive. Again, his relatively stable head and facial shifts were accompanied by a very slow, methodical speaking rate, this time somewhat more nonfluent than in the previous debates. Like Carter, perhaps Ford sensed the importance of this last debate and also approached the event with caution. While using fewer specifics, he again avoided direct assaults on Carter, preferring to project a "nice guy" image.

In sum, Gerald Ford seemed to project a steady and consistent, if not slow and ponderous image, an image of knowledge, competence and strength, but hardly one of dynamism and warmth.

OVERALL, CARTER PRESENTED SEVERAL IMAGES WHILE FORD WAS MORE CONSISTENT IN BOTH HIS VERBAL AND NONVERBAL BEHAVIOR. WHILE MANY VOTERS MAY CHOOSE TO REJECT FORD'S, MANY OTHERS MAY BE CONFUSED BY CARTER'S.

Specific Conclusions

1. Carter was rated more effective, dynamic, competent and trustworthy than Ford by a group of SUNY-Buffalo students while they watched Debate III.
2. Carter shifted his eye gaze direction 3-4 times more often than Ford while maintaining more direct eye contact with the TV audience than Ford. Ford maintained more consistent eye contact throughout the three debates, concentrating mostly on the panelists and shifting direction only infrequently.

3. Carter shifted and moved his head more than Ford suggesting tension to Ford's more "expressive" motion.
4. Carter's mouth was more expressive than Ford's at times indicating both relaxation (by smiling) and tension (by licking and pressing his lips).
5. Ford moved his upper body from 3-5 times more than Carter in all three debates. Ford moved his upper body to release tension created by the debates, while Carter held his upper body erect while moving his eyes, mouth and head. Ford's athletic build may have helped enhance his image as the more mature, self-reliant and stronger candidate, while the smaller, more slender Carter may be perceived as a more ambitious, thoughtful and sensitive person.
6. Carter spoke between 22% to 27% faster than Ford, averaging 164-176 words per minute to Ford's more deliberate 128-133 wpm. Because of Carter's faster speaking rate, he was able to use 12% more words in 11% less time than Ford. Carter's fast rate of speaking apparently dispels the myth that all Southeners speak more slowly than other Americans and may have contributed to his high ratings as a dynamic speaker.
7. Carter was more nonfluent than Ford in Debate I but dramatically reduced his rate of nonfluencies in Debate II to a par with Ford's. In Debate III, however, both speakers equally increased their rate of nonfluencies, apparently feeling the impact and importance of the last debate. Ford's overall low rate of nonfluency may have contributed to his high public ratings for competence and knowledge while Carter's higher rate may have contributed to his higher ratings on sincerity.

8. Carter showed his ability to be specific in Debate I, but he became more general (and consequently, more effective) in Debates II and III. Ford used specifics about 1/3 of his time in Debates I and II (helping his public ratings on competence), but, like Carter, became more general in Debate III.
9. Ford relied upon references designed to build his own credibility while Carter primarily attempted to attack Ford and place him on the defensive.
10. Overall, Jimmy Carter seemed to project several images throughout the debates (nervous, aggressive, gentle, tense) while Ford projected a more consistent image (knowledgeable and competent but lacking warmth and dynamism). (See Figure 1 for the data.)

Overall Effectiveness

One measure of effectiveness is the polls taken immediately after the three debates. As can be seen below, Ford seemed to "win" Debate I, Carter, Debate II, and Debate III seemed to be a draw.

National Surveys

	Debate I		Debate II		Debate III	
	Ford	Carter	Ford	Carter	Ford	Carter
AP	34.4	31.8	34.6	38.2	35.5	33.1
ROPER	39.0	31.0	30.0	40.0	29.0	40.0

Our own research in which we asked 65 students to rate the two candidates as they viewed Debate III, showed that Carter was perceived as the more effective as well as the more dynamic, competent and trustworthy candidate. The greatest differences between the two candidates was on "dynamism", and the least difference was on "competence". These findings seem consistent with most of the national poll that cited reasons for selecting either Ford or Carter as the winner in the debates

(About 60% of our sample, however, was leaning or committed toward Carter before Debate III, which may account for the higher ratings.) (See Figures 2, 3, 4, 5 for the data.)

Eye Gaze

Eye contact and eye contact shifts are associated with a communicator's directness (trustworthiness, honesty, competence) and a communicator's ability to put his thoughts into words. Increased eye contact can indicate individual ability to communicate meaning directly. Eye contact also gives an indication of the nature of the relationship desired by the communicator. Typically, a speaker who desires a close relationship with his listener will gaze more directly and more often at his listener.

Throughout the three debates, Carter shifted his eye gaze direction 3-4 times as much as Ford. Carter spent much of his time maintaining direct eye contact with the TV camera (and consequently, the home viewer) and the panel, while often shifting somewhat nervously to the podium. It is with eye gaze that Carter shifted his behavior most inconsistently. For example, in Debate I, Carter concentrated on the panel and the camera with nervous looks at the podium. In Debate II, he practically ignored all other directions except the TV camera. In Debate III, he reduced his TV camera eye contact and increased his looks at the podium. In no debate did he glance much at Ford.

Ford, on the other hand, maintained a consistent pattern of eye contact throughout the three debates. With the exception of Debate II, when Ford increased contact with the TV camera, he maintained almost exclusive contact with the panel, and in Debate III glanced at Carter on 20 different occasions. Since an estimated 80-100 million people watched portions of the debates, TV camera eye contact had important implications. The person at home may have felt that the candidate was speaking to them directly rather than to others whom they were (casually) observing

from their living rooms. Carter, therefore, was "looking directly at the home viewers (and potential voters)" far more often than Ford.

In sum, Carter shifted his eye gaze direction 3-4 times more often than Ford while maintaining more direct eye contact with the TV audience than Ford. Ford maintained more consistent eye contact throughout the three debates, concentrating mostly on the panelists and shifting direction only infrequently. (See Table 1 and Figure 6 for the data.)

Head Movement

Head activity is typically an indication of a speaker's expressiveness or an indication of tension in a communicative situation. In all three debates, Carter shifted and moved his head more often than Ford. In Debate III, Carter moved his head three times as much as Ford, mostly with short (3 seconds each) rapid shifts usually typical of tension. Throughout the three debates, Ford gradually decreased the amount of time his head moved from 29% to 27% to 16% of his speaking time, while Carter increased the time spent in head movement from 23% to 34% to 41%. Coupled with other nonverbal characteristics (fluency, speaking rate, eye gaze), we interpret these data to mean that Ford's head movement suggested expressiveness while Carter's movement indicated tension. (See Table 2 and Figure 7 for the data.)

Mouth Expression

The expression on the mouth of a communicator (smiling, frowning) indicates several dimensions of emotion. In all three debates, Carter's mouth was 2-3 times more expressive than Ford's. This means Carter shifted mouth expression (from expressionless to smiles to pressing lips, etc.), revealing his emotions more than Ford. Although both candidates were mostly expressionless throughout all debates, Ford was the more somber of the two, remaining expressionless for about 95% of his speaking time to Carter's 80-83%.

Carter tends to lick and press his lips (a possible sign of tension) as well

as smile (a possible sign of satisfaction) more than Ford. Although Carter's famous "broad smile" was largely missing from all debates (occurring less than 2% of his speaking time), Carter gradually increased the number of his slight smiles from 7% to 10% to 12% of his speaking time. Since he also increased the number of times he pressed his lips, Carter seemed to be alternating exhibiting behaviors indicative of two conflicting emotional states (relaxation and tension). In brief Carter's mouth was more expressive than Ford's, at times indicating both relaxation (by smiling) and tension (by licking and pressing his lips). (See Table 3 and Figure 8 for the data.)

Upper Body Movement

The manner and amount that a person moves his body communicates much about his self-confidence, energy or fatigue, status, defensiveness, and nervousness. As tension increases, body movements tend to be viewed as symptoms of several inner states. The shape of a person's body has a definite impact upon body movement and the perceptions of people about a communicator's credibility. In addition, body shape is often related to the temperament of the individual. No one person fits perfectly a given theoretical body type, but considerable information can be gleaned from just such an analysis.

For example, Ford, whose body type is close to the "athletic" type, will probably be viewed as stronger, more masculine, better-looking, more mature, and self-reliant. Carter has a relatively "slender" body type which would be viewed probably as ambitious, younger, tense, cautious, thoughtful, sensitive and gentle. These perceptions often play an important role in the development of a candidate's "image" and, thus, have a part to play in how votes are cast.

Ford moved his upper body 2-3 times more often than Carter in all three debates. Both candidates increased their rate of upper body movement from Debate I to Debate III although Ford reduced the amount of time spent in such movements from

an average of 8 to 2 seconds per movement. Thus, Ford's upper body movements, while more frequent in Debates II and III were less ponderous. Carter's upper body remained relatively erect throughout the three debates. In brief, Ford moved his upper body to release tension created by the debates while Carter held his upper body erect while moving his eyes, mouth and head. (See Table 4 and Figure 9 for the data.)

Speech Rate

The average speaking rate of most Americans ranges from 125 to 150 wpm (words per minute). Speaking rate is related to the amount of information transmitted and perceptions of the competence and spontaneity of the communicator. In all three debates, Carter spoke between 22% to 27% faster than Ford. Carter averaged 164 wpm in Debates I and II and increased that rate to 176 wpm in Debate III, while Ford spoke between 128-133 wpm in all three debates. Because of Carter's faster speaking rate, he was able to use 12% more words in 11% less time than Ford. Carter's fast rate of speaking apparently dispels the myth that all Southeners speak more slowly than other Americans, and may have contributed to his high ratings as a dynamic speaker. In Debate III, Carter tended to increase his speech rate as the debate progressed, at one time approaching 220 wpm. Ford, on the other hand, maintained a steady rate of about 130 wpm with increases occurring when he was responding to Carter (perhaps a sign of tension for Ford).

The rate of speaking and listener comprehension tends to be related. When specifics such as statistics and detailed examples were used in Debate I, Carter's faster rate of speaking may have been a disadvantage. In the second and third debates, however, in which Carter used fewer specifics, his faster rate may have increased comprehension. Ford's slower speech rate tended to be related to his use of fewer facial and head movements. Similarly, Carter's faster speech rate

tended to be related to his more frequent use of facial and head movements. (See Table 5 and Figures 10, 11 for the data.)

Nonfluencies

Nonfluencies tend to indicate a speaker's state of tension as well as influencing the way he is perceived by the audience. For example, more nonfluent speakers tend to be perceived as less competent and dynamic, but not necessarily less trustworthy. Nonfluencies are those breaks or substitutions which interrupt the normal communication flow (e.g., "repetition, tongue slips, er, ah, ehm").

In Debate I, Carter had 3 times more nonfluencies than Ford (averaging about 9 nonfluencies per minute compared with Ford's 3½ per minute). In Debate II, however, both candidates had the same number of nonfluencies, averaging about 2 per minute. In Debate III, both candidates increased to about 6 per minute, probably revealing their anxiety over the serious consequences of the last debate. Carter's increased speaking rate (176 wpm) may have accounted for some of his increased nonfluency, while Ford's increased nonfluency (since his speaking rate remained the same -- about 123 wpm) was probably attributed to tension. Thus, in only the first debate was Carter more nonfluent than Ford.

While Ford's rate of nonfluencies tended to be evenly distributed throughout the debates, Carter was more nonfluent when responding to Ford than when answering panelist questions.

In brief, Ford's low rate of nonfluency may have contributed to his high public ratings for competence and knowledge while Carter's higher rate (in Debate I) may have contributed to his higher ratings on sincerity; that is, his communication appeared to be spontaneous. (See Table 6 and Figures 12, 13, 14 for the data.)

Use of Supporting Materials

Supporting materials are those forms of evidence or explanation which help a communicator clarify or support arguments. Supporting materials include statistics, examples, authority references, and comparisons. The extent to which the use of supporting materials is related to voting behavior is influenced by the particular desires of the individual voter; some people vote on the basis of well-documented arguments while others vote on the basis of their perceptions of the candidate's honesty and character. Most national surveys have indicated that the latter have been more influential than the former in the presidential election of 1976, underscoring the importance of the debates in providing Americans with the opportunity to form their impressions about the "character" of the candidates.

Most of the differences between Ford and Carter in their use of supporting materials occurred in the first two debates. In Debate I, Carter used specifics almost half of his speaking time, about a third more often than Ford. Apparently Carter was trying to offset prior criticisms of him being "too general" on the issues. Carter primarily used examples while Ford used statistics in Debate I, but in Debate II, both relied mostly upon detailed examples. In the last two debates, Carter used specifics about ¼ of his speaking time, returning again to the strategy he followed (with much success) in the primaries of being very general on the issues. In Debate III, there were few differences between the candidates in their use of specifics with both using them only ¼ of their time, and both again favoring the use of examples.

In sum, Carter showed his ability to be specific in Debate I, but he became more general (and consequently more effective) in Debates II and III. Ford used specifics about 1/3 of his time in Debates I and II (helping his public ratings on competence), but like Carter, became more general in Debate III. (See Table 7 and Figure 15 for the data.)

Character References

Character references help a communicator to build a positive image for himself by association. Character references with negative connotations are often used to attack an opposing candidate.

Both Ford and Carter used less of their time for character references as the debates moved from Philadelphia to Williamsburg. Whereas in the first debate they both used about ½ of their time for this technique, in Debate III, they both reduced this to about ¼ of their time. In all three debates Ford was personally attacked more by Carter than the reverse, helping to support Ford's "nice guy" image. Although Ford relied heavily on positive references to himself and his record to "sound presidential" in the first two debates, he cut his use of this technique in half by the third debate.

In sum, Ford relied primarily upon references designed to build his own credibility while Carter primarily attempted to attach Ford and place him on the defensive. (See Table 8 and Figure 16 for the data.)

TABLE I EYE GAZE

	DEBATE I				DEBATE II				DEBATE III			
PRESIDENT FORD	Number of Gazes	Aver. Length of Gaze (sec)	Rate of Gazes per/min	% of Total Speaking Time	Number of Gazes	Aver. Length of Gaze (sec)	Rates of Gazes per min	% of Total Speaking Time	Number of Gazes	Aver. Length of Gaze (sec)	Rate of Gaze per/min	% of Total Speaking Time
TV CAMERA	36	6	1.11	10.5%	40	37.5	1.11	69.0%	36	7	1.05	12%
PANEL	54	32	1.66	88.9%	40	16.2	1.11	30.0%	55	30	1.6	30%
OPPONENT	1	1	.03	0.1%	3	.2	.08	.01%	20	4-2/3	.58	4.5%
PODIUM	6	1	.18	0.5%	4	.5	.11	0.2%	35	1-3/4	1.09	2.9%
CEILING	0	0	0.00	0.0%	5	2.1	.14	0.7%	2	3/4	.06	0.6%
TOTAL	97	-	2.95	100%	92	-	2.61	100.0%	144	-	4.38	100%
GOVERNOR CARTER												
TV CAMERA	83	6	2.59	25.8%	106	16.7	3.05	85.0%	120	7-1/2	4,44	55%
PANEL	153	6	4.78	48.6%	44	3.6	1.27	8.0%	88	4-3/4	3.26	25%
OPPONENT	2	1	.06	0.1%	5	2.4	.14	0.9%	6	1/2	.22	1%
PODIUM	138	3	4.31	21.0%	88	1.3	2.53	6.0%	171	1-3/4	6.33	19%
CEILING	15	6	.47	4.5%	3	2.0	.09	0.1%	0	-	-	-
TOTAL	391	-	11.99	100%	246	-	7.68	100%	385	-	14.25	100%

TABLE 2

HEAD MOVEMENT

	DEBATE I				DEBATE II				DEBATE III			
PRESIDENT FORD	Number of Head Shifts	Average Length of Head Shifts	Number of Shifts per/min	% of Total Speaking Time	Number of Head Shifts	Average Length of Head Shifts	Number of Head Shifts per/min	% of Total Spkng Time	Number of Head Shifts	Aver. Length of Head Shifts	Number of Head Shifts per/min	% of Total Speaking Time
LEVEL	76	18.5 sec	2.31	71.2	117	13.2 sec	3.31	73%	80	21.7 sec	2.33	84%
MOVING	75	7.57	2.28	28.8%	157	3.6	4.45	27%	87	3.8	2.53	16%
TOTAL	151	-	4.59	100%	274	-	7.76	100%	167	-	4.86	100%
GOVERNOR CARTER												
LEVEL	186	8 sec	5.70	77.1%	100	12.7 sec	3.12	66.0%	131	7.4 sec	4.85	59%
MOVING	81	5.53 sec	2.48	22.9%	156	4.2 sec	4.87	34.0%	188	3.5 sec	6.96	41%
TOTAL	267	-	8.18	100%	256	-	7.99	100%	319	-	11.81	100%

TABLE 3 MOUTH EXPRESSION

	DEBATE I				DEBATE II				DEBATE III			
PRESIDENT FORD												
NO EXPRESSION	56	1.7	30	94.8%	95	2.69	21	94%	158	4.6	12-1/5	93.9%
BROAD SMILE	0	-	-	-	4	.11	3	.9%	4	.12	4/5	.1%
SLIGHT SMILE	8	.21	2	.9%	42	1.19	2	4%	36	1.04	2-2/5	4%
FROWN	3	.09	2	.3%	4	.11	1	.1%	0	-	-	-
LICK & PRESS LIPS	33	1.0	2	4%	42	1.19	3/4	1%	122	3.55	2/5	2%
TOTAL	100	3.04	-	100%	187	5.3	-	100%	320	9.31		100%
	Number of Expressions	Rate per min	Aver. Length (sec)	% of Total Speaking Time	Number of Expressions	Rate per min	Aver. Length (sec)	% of Total Speaking Time	Number of Expressions	Rate per min	Aver. Length (sec)	% of Total Speaking Time
GOVERNOR CARTER												
NO EXPRESSION	170	5.21	9	79.8%	166	5.18	9-1/2	83%	207	7.66	6-2/5	83%
BROAD SMILE	10	.31	4	1.8%	14	.44	2	1%	19	.70	1-1/2	2%
SLIGHT SMILE	49	1.5	3	6.9%	95	2.97	2	10%	121	4.48	1-3/5	12%
FROWN	13	.4	3	1.8%	7	.22	2	1%	0	-	-	-
LICK & PRESS LIPS	86	2.64	2	9.7%	93	2.9	3/4	5%	112	4.14	1/2	%
TOTAL	328	10.06	-	100%	382	11.9		100%	459	16.98	-	100%

TABLE 4

UPPER BODY MOVEMENT

PRESIDENT FORD

	DEBATE I				DEBATE II				DEBATE III			
	Number of Upper Body Shifts	Rate of Shifts Per/Min.	Average Length of Shift (in sec.)	% of Total Speaking Time	Number of Upper Body Shifts	Rate of Shifts Per/Min.	Average Length of Shift (in Sec.)	% of Total Speaking Time	Number of Upper Body Shifts	Rate of Shifts Per/Min.	Average Length of Shift (in Sec.)	% of Total Speaking Time
ERECT	123	6.11	21	45.3%	220	6.23	7-1/2	74%	244	7.1	6-1/3	75%
MOVE	201	3.74	8	54.7%	300	8.5	2	26%	304	8.85	1-3/4	25%
TOTAL	324	9.85	--	100%	520	14.73	--	100%	548	15.95	--	100%

GOVERNOR CARTER

ERECT	37	1.13	49	90%	65	2.0	26-1/2	91%	81	3.0	17-1/2	87%
MOVE	54	1.66	7	10%	128	4.0	1-1/2	9%	122	4.51	1-2/3	13%
TOTAL	91	2.79	--	100%	194	6.0	--	100%	203	7.51	--	100%

Table 5

Speaking Rate

	President Ford			Governor Carter		
	Debate I	Debate II	Debate III	Debate I	Debate II	Debate III
Total Number of Words	4885	4528	4416	5824	5222	4758
Total Speaking Time	32 min. 52 sec.	35 min. 19 sec.	34 min. 22 sec.	32 min. 36 sec.	32 min. 1 sec.	27 min. 2 sec.
Words Per Minute	133.8	128.2	128.6	163.8	163.1	176.0

TABLE 6

NONFLUENCIES

		DEBATE I		DEBATE II		DEBATE III	
FORD	UH	89	2.7	59	1.67	179	5.2
	NON-UH	34	1.0	17	.48	26	.76
	TOTAL	123	3.74	76	2.15	205	5.96
		Number of Nonfluencies	Rate of Nonfluencies Per Min.	Number of Nonfluencies	Rate of Nonfluencies Per min.	Number of Nonfluencies	Rate of Nonfluencies Per Min.
CARTER	UH	174	5.34	44	1.37	121	4.48
	NON-UH	109	3.3	32	1.0	49	1.18
	TOTAL	283	8.6	76	2.34	170	6.29
		DEBATE I		DEBATE II		DEBATE III	

TABLE 7 USE OF SUPPORTING MATERIALS

PRESIDENT FORD

	Debate I			Debate II			Debate III		
STATISTICS	41	1.25	18.5%	13	.37	7.6%	24	.70	5%
EXAMPLES	28	.85	8.6%	23	.65	26.3%	52	1.51	9.4%
AUTHORITY	5	.15	5.4%	17	.48	1.7%	28	.81	3.4%
COMPARISON	2	.06	1.8%	1	.03	.95%	13	.38	6.7%
TOTALS	76	2.31	34.3%	54	1.53	36.6%	117	3.4	24.5%

GOVERNOR CARTER

	Numb of Refs	Rate Per Min	% of Spkg Time	Numb of Refs	Rate Per Min	% of Spkg Time	Numb of Refs	Rate Per Min	% of Spkg Time
STATISTICS	24	.74	13.2%	11	.34	4.2%	35	1.29	3.7%
EXAMPLES	59	1.81	26.8%	18	.56	9.8%	98	3.63	12.1%
AUTHORITY	10	.31	1.7%	16	.50	1.3%	19	.70	1.9%
COMPARISON	6	.18	3.9%	11	.34	6.4%	21	.78	8.6%
TOTALS	99	3.04	44.7%	56	1.74	22.3%	173	6.4	26.3%

TABLE 8 CHARACTER REFERENCES

PRESIDENT FORD

	DEBATE I			DEBATE II			DEBATE III		
	Number of References	Rate per Min.	% of Total Speaking Time	Number of References	Rate per Min.	% of Total Speaking Time	Number of References	Rate per Min.	% of Total Speaking Time
SELF	54	1.64	27%	25	.43	21%	30	.87	9%
OPPONENT	22	.67	8%	17	.86	8%	4	.12	1%
POSITIVE REFERENCE TO OTHERS	5	.15	17%	25	.28	17%	43	1.25	10%
NEGATIVE REFERENCE TO OTHERS	23	.70	14%	8	.80	1%	15	.44	5%
TOTAL	104	3.16	51%	75	2.36	48%	92	2.68	25%

GOVERNOR CARTER

SELF	14	.43	9%	8	.25	13%	31	1.14	11%
OPPONENT	28	.86	12%	45	1.41	22%	30	1.11	7%
POSITIVE REFERENCE TO OTHERS	9	.28	2%	20	.62	4%	37	1.37	5%
NEGATIVE REFERENCE TO OTHERS	26	.80	13%	14	.43	5%	13	.66	5%
TOTAL	77	2.36	36%	87	2.72	34%	116	4.28	28%

FIGURE 1

COMMUNICATIVE BEHAVIOR

GOVERNOR CARTER

COMMUNICATIVE BEHAVIOR

PRESIDENT FORD

FIGURE-1

Figure 2

Overall Effectiveness by Segment of Debate III

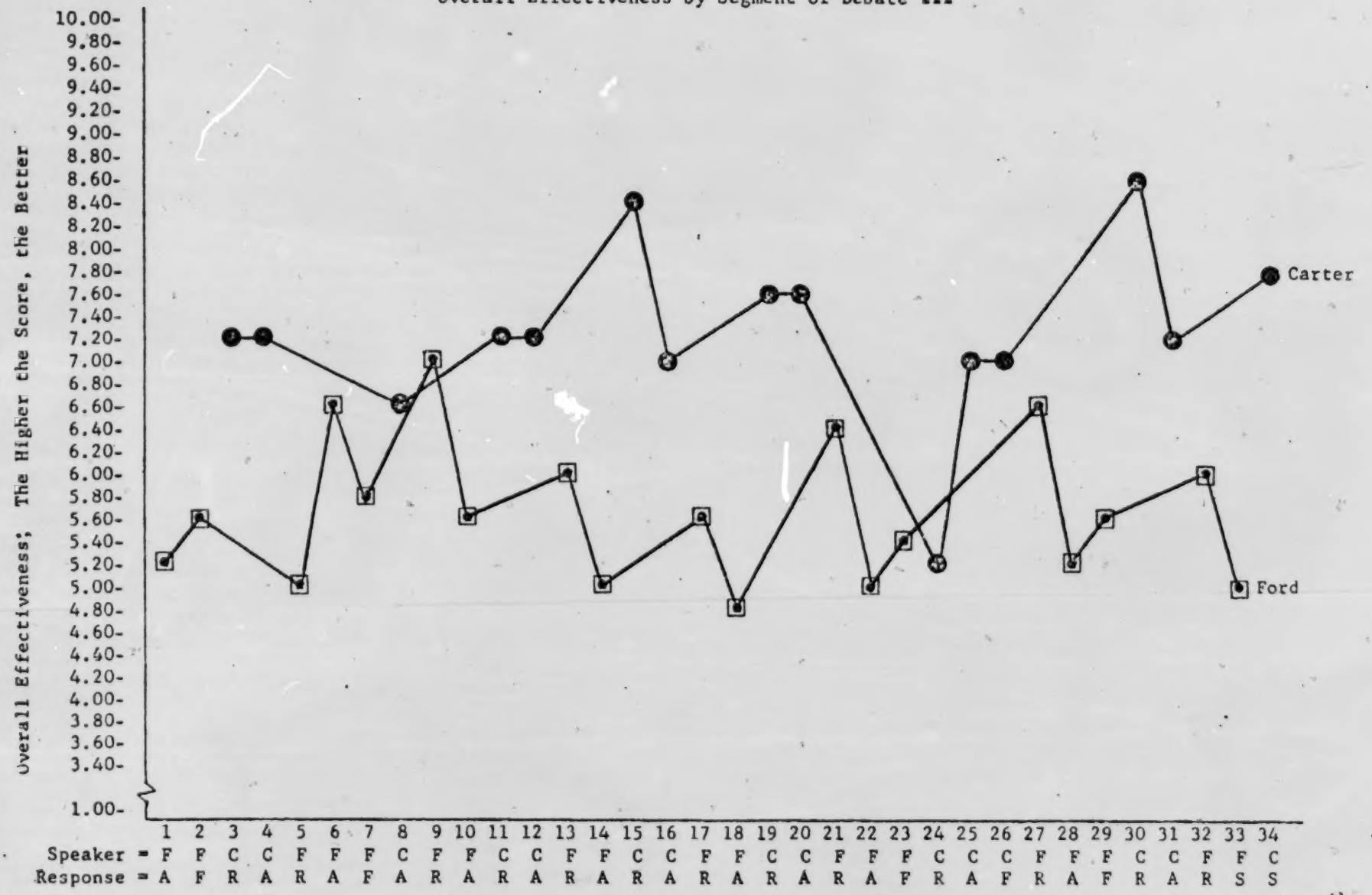


Figure 3

Perceived Trustworthiness by Segment of Debate III

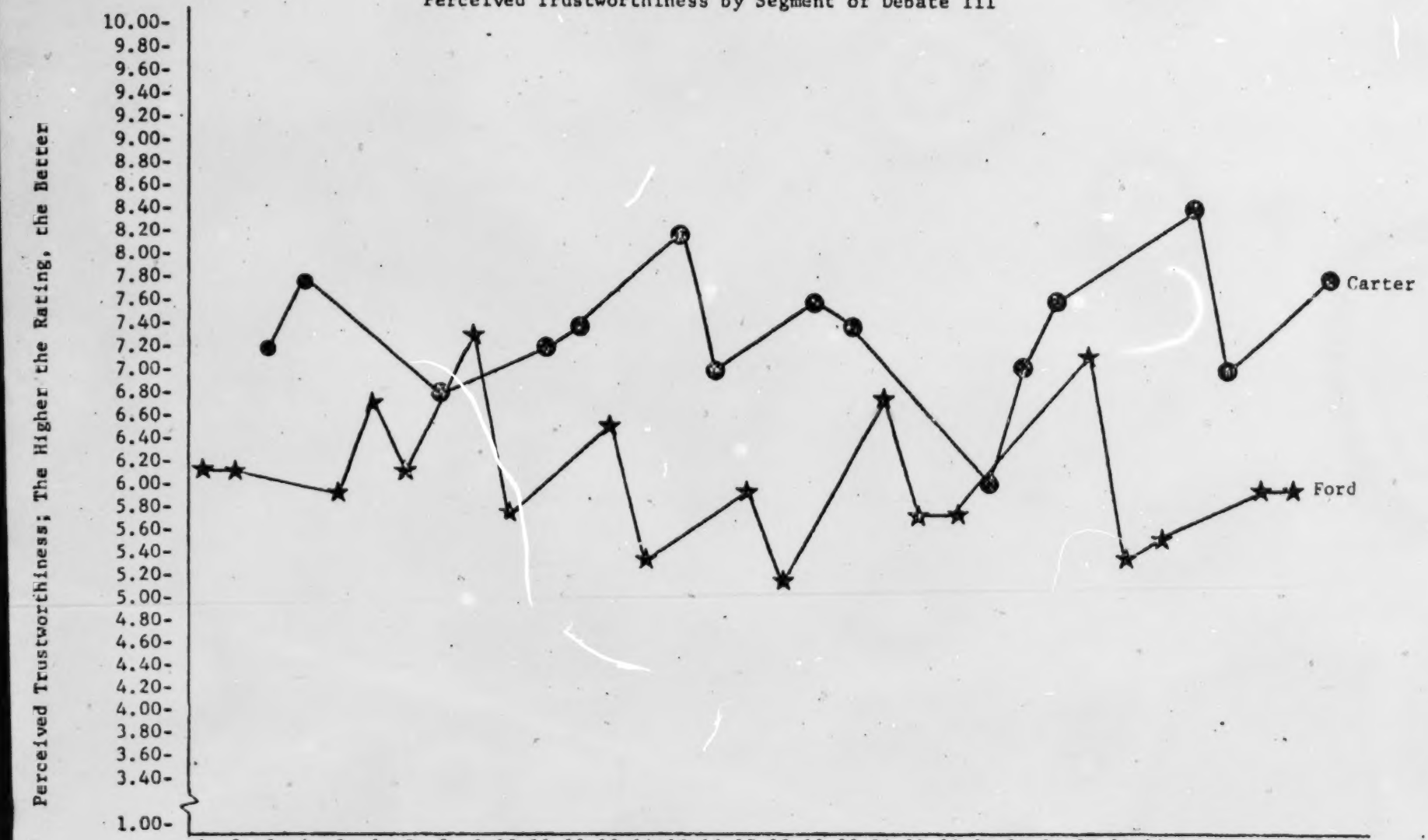
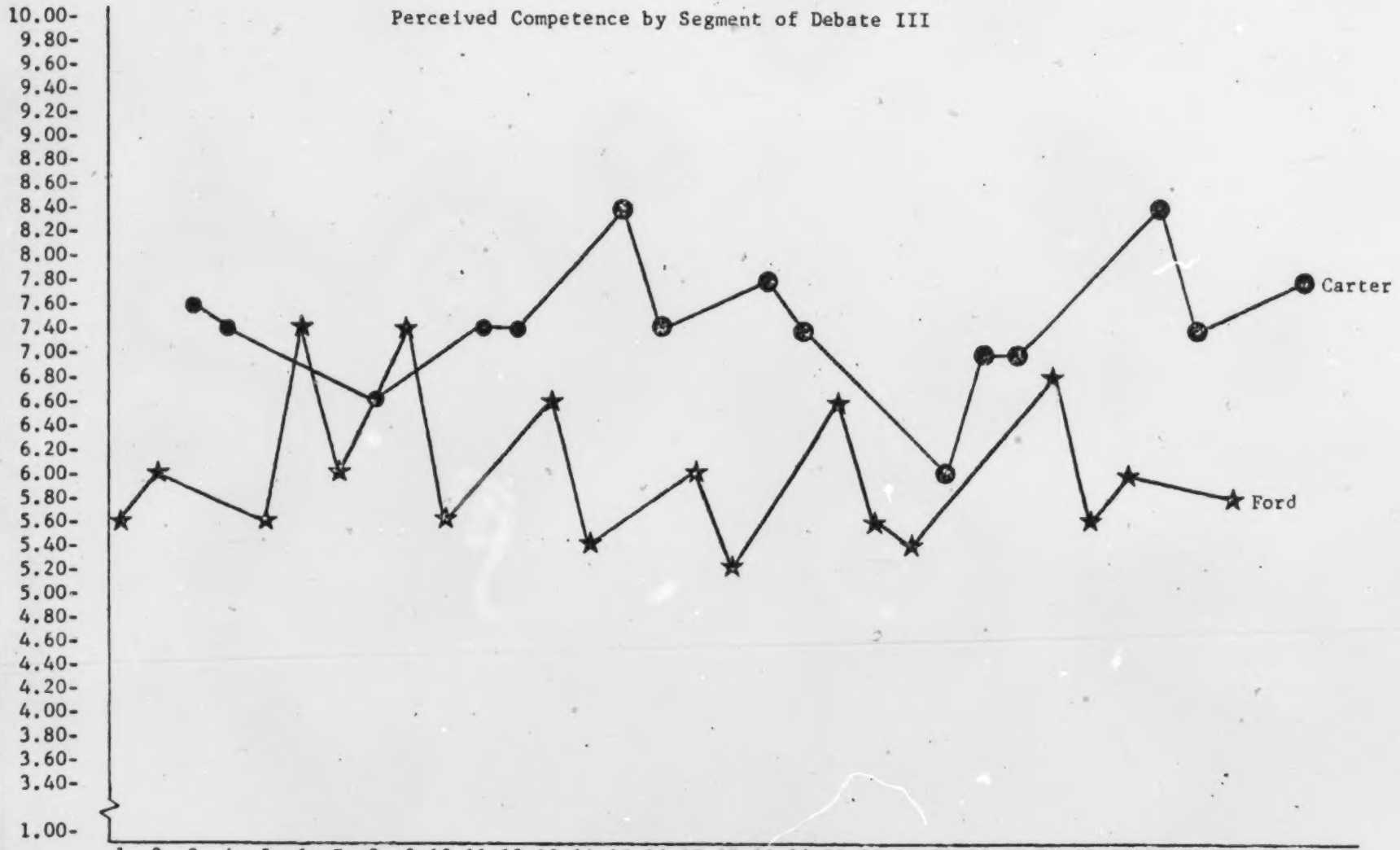


Figure 4

Perceived Competence by Segment of Debate III



A = Answer to Question F = Follow-up to Question R = Rebuttal S = Closing Summary

Figure 5

Perceived Dynamism by Segment of Debate III

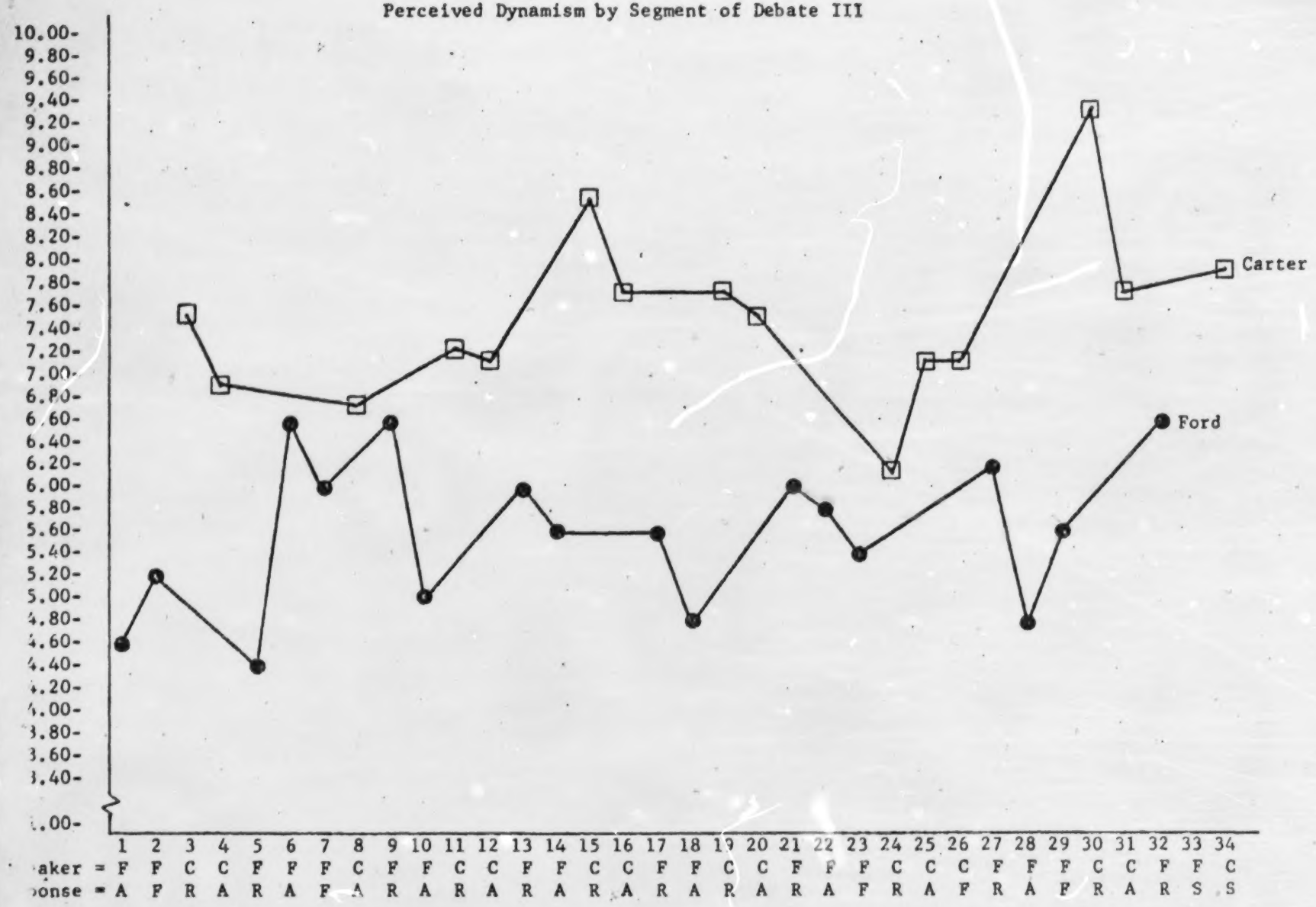


FIGURE 6
EYE GAZE DIRECTION
PRESIDENT FORD

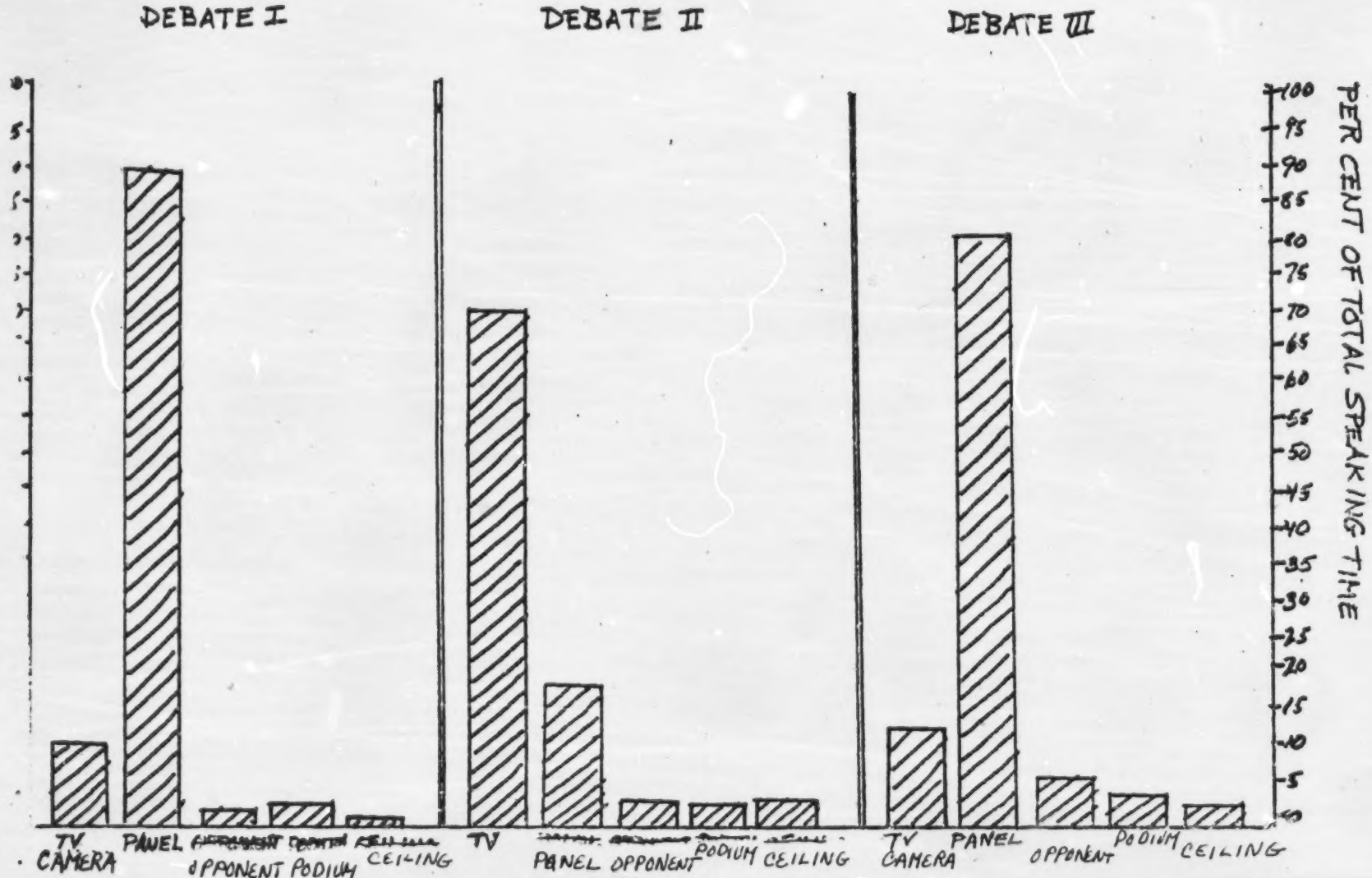


FIGURE 6

EYE GAZE DIRECTION

GOVERNOR CARTER

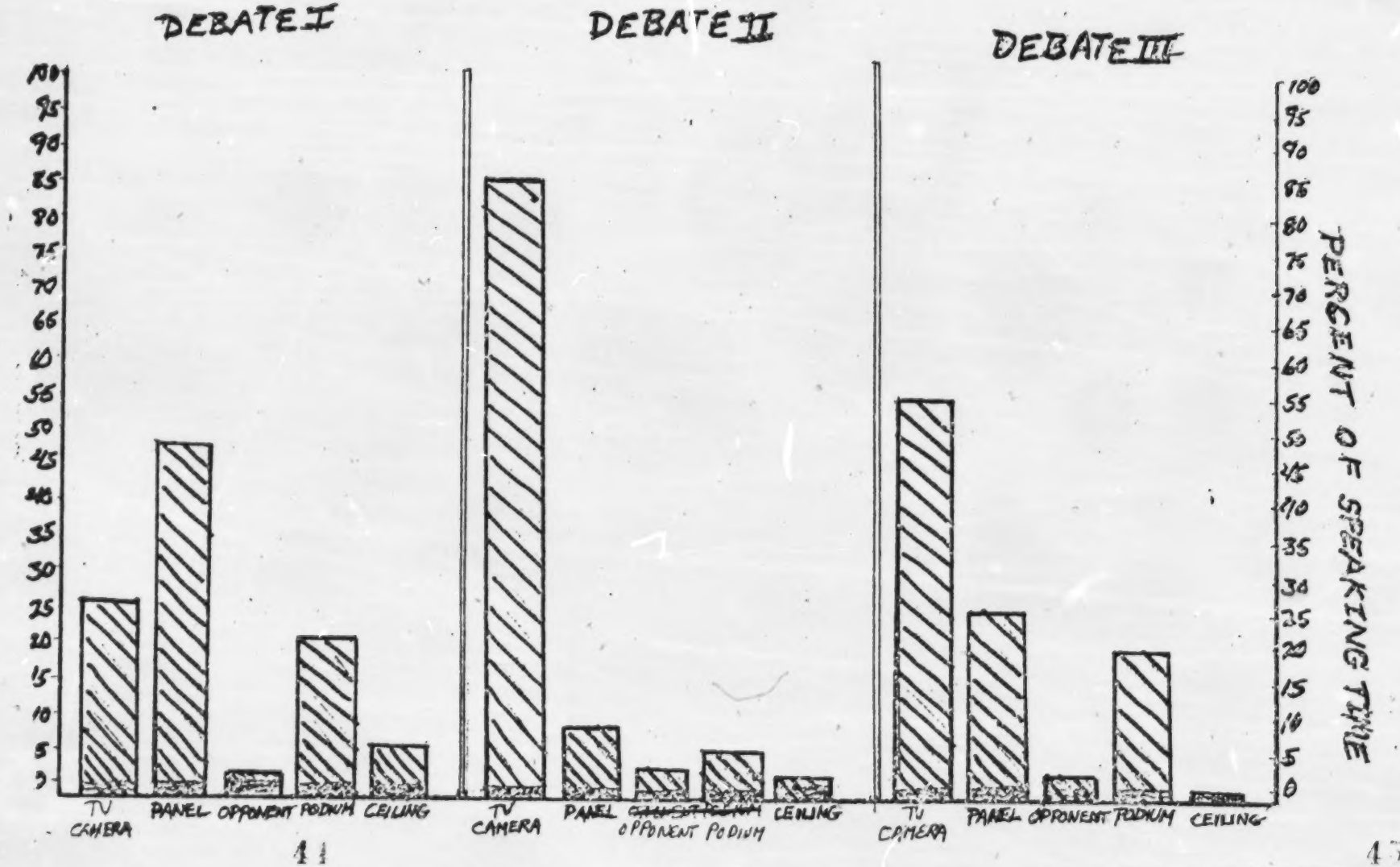


FIGURE 7

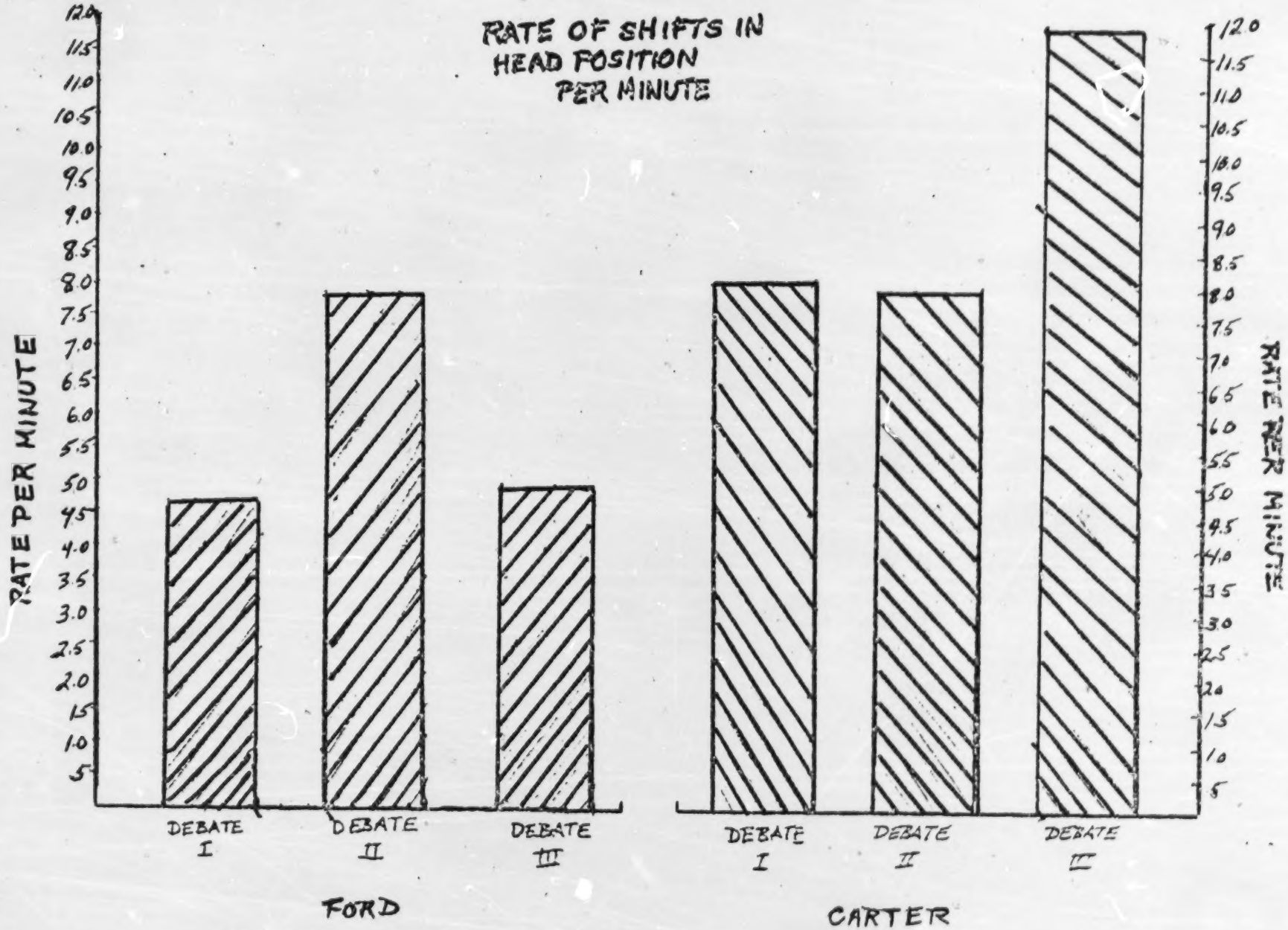

RATE OF SHIFTS IN HEAD FOSITION PER MINUTE
RATE PER MINUTE
12.0
11.5
11.0
10.5
10.0
9.5
9.0
8.5
8.0
7.5
7.0
6.5
6.0
5.5
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
.5
DEBATE I
DEBATE II
DEBATE III
FORD
DEBATE I
DEBATE II
DEBATE III
CARTER

FIGURE 8
MOUTH EXPRESSION
GOVERNOR CARTER

FIGURE 8
MOUTH EXPRESSION
PRESIDENT FORD

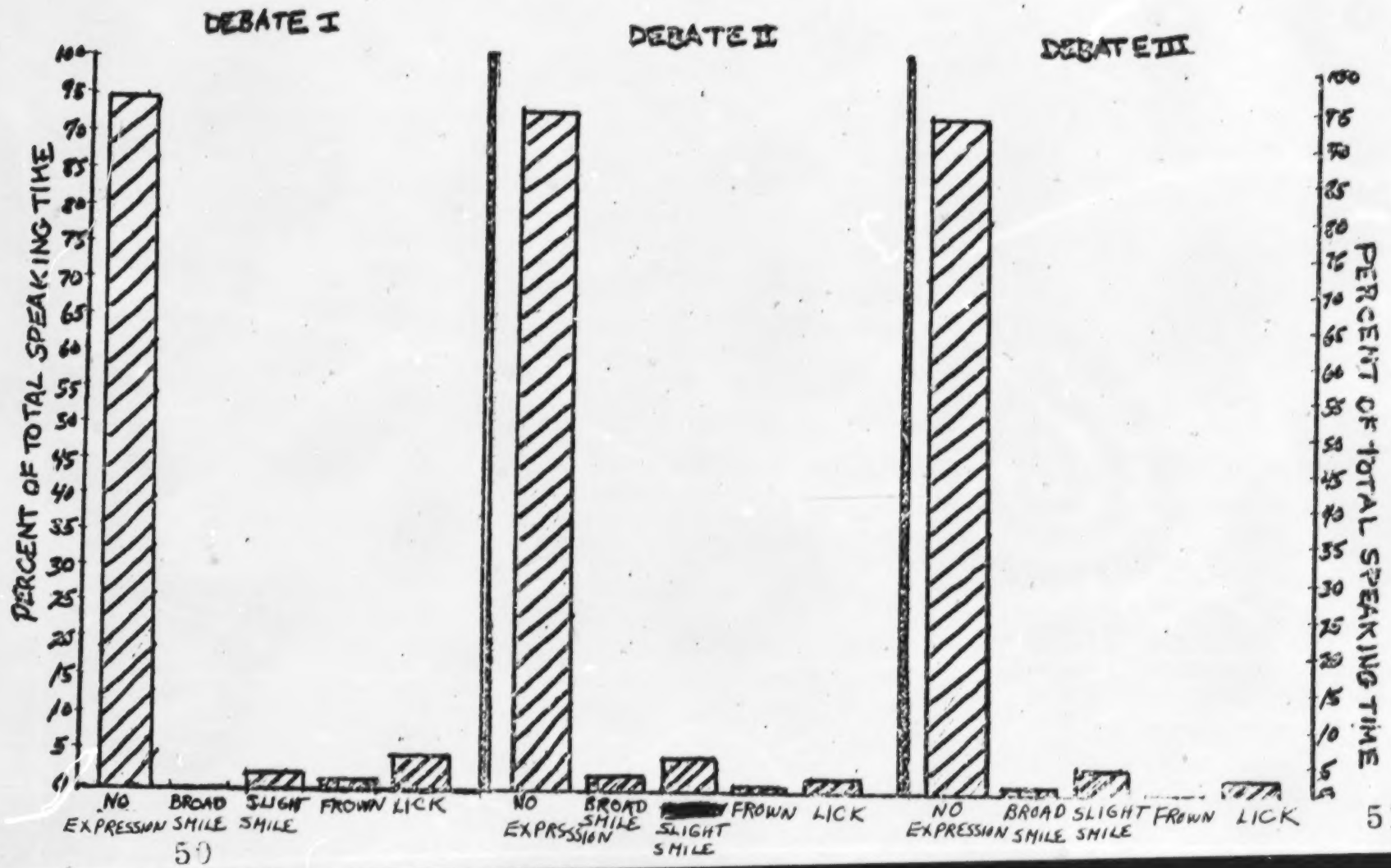


FIGURE 9

UPPER BODY MOVEMENT

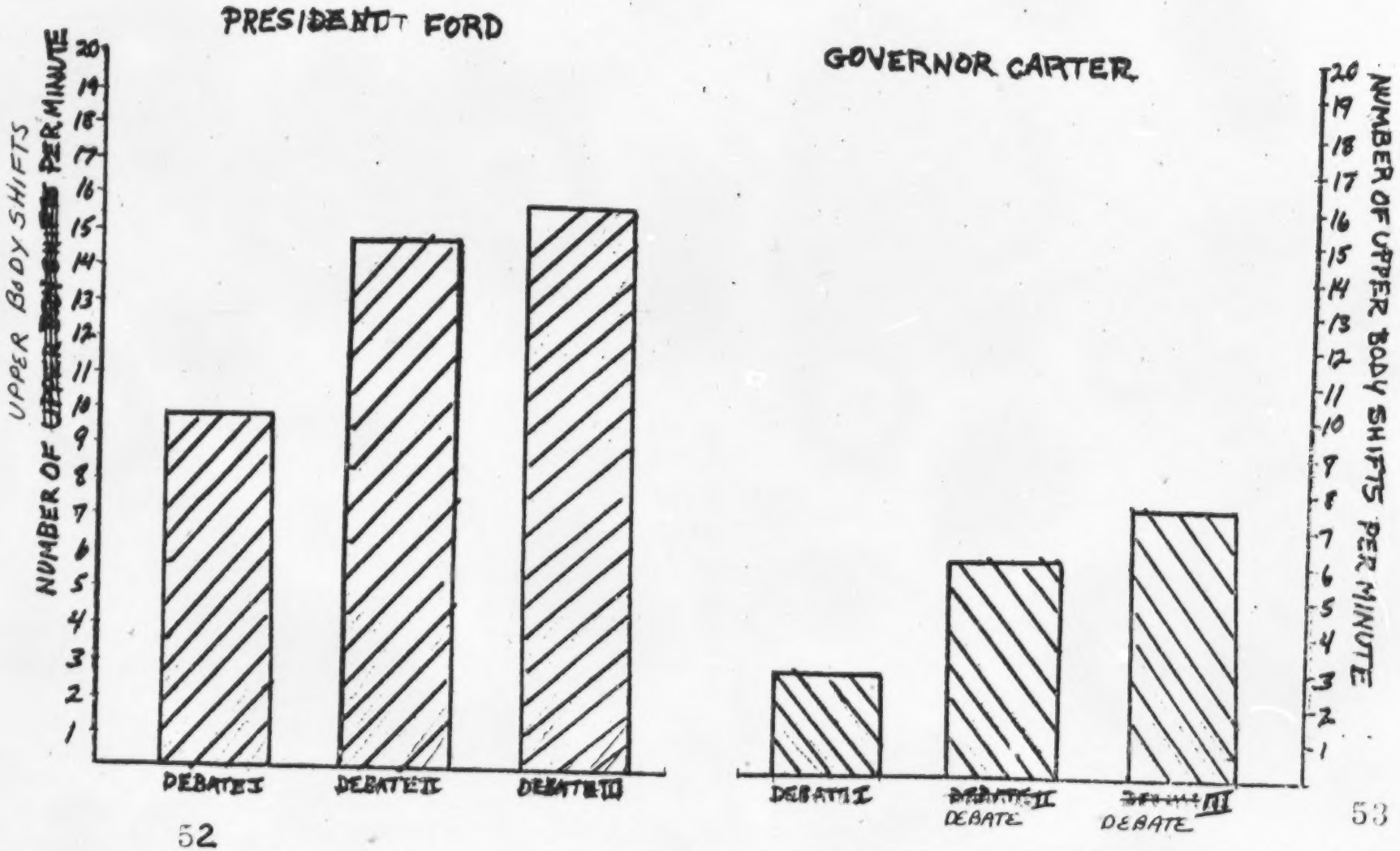
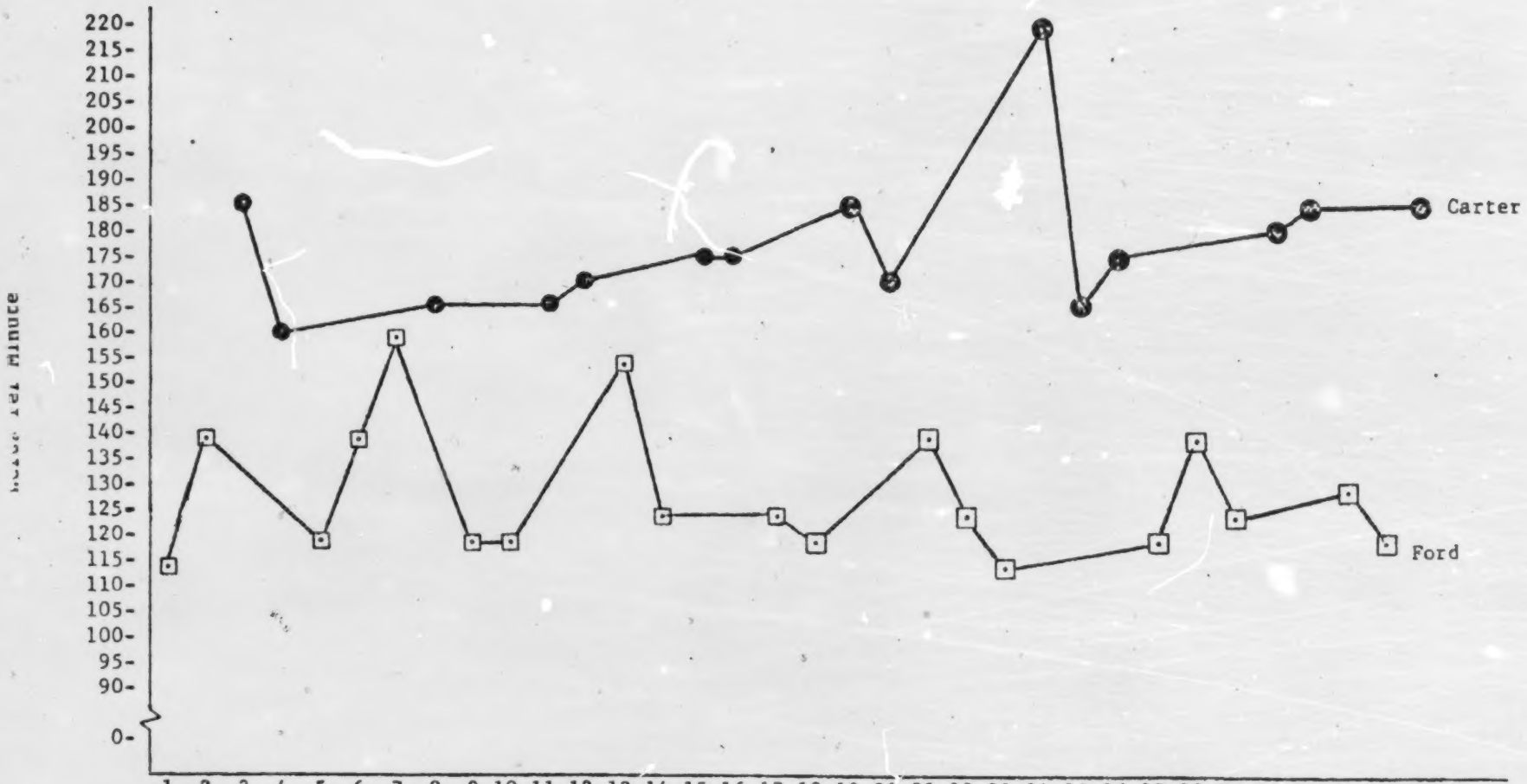

PRESIDENT FORD
GOVERNOR CARTER
UPPER BODY SHIFTS
NUMBER OF UPPER BODY SHIFTS PER MINUTE
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
DEBATE I
DEBATE II
DEBATE III
DEBATE I
DEBATE II
DEBATE III

Figure 10

Words Per Minute by Segment of Debate III



A = Answer to Question F = Follow-up to Question R = Rebuttal S = Closing Summary

SPEAKING RATE PER MINUTE

FIGURE 11

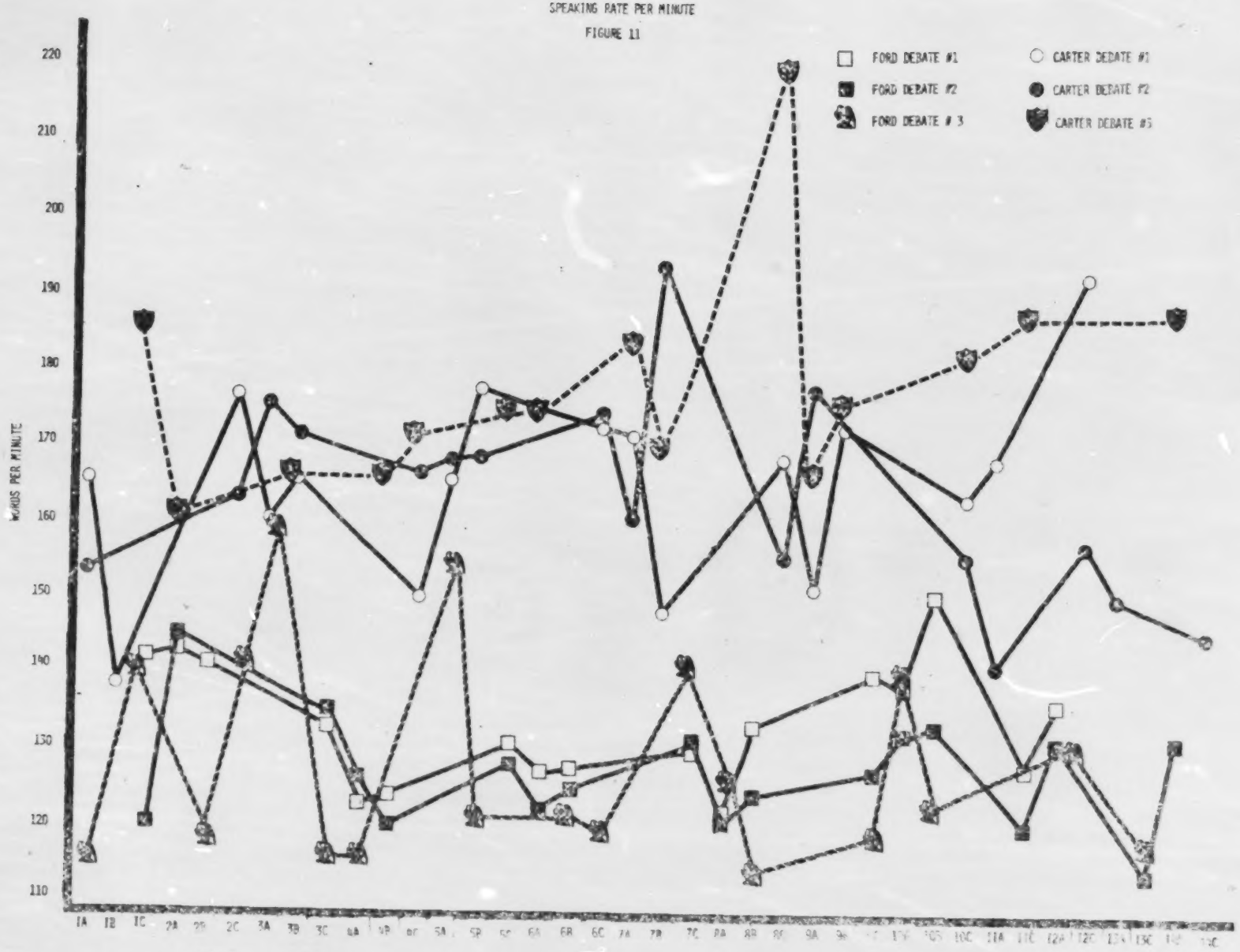
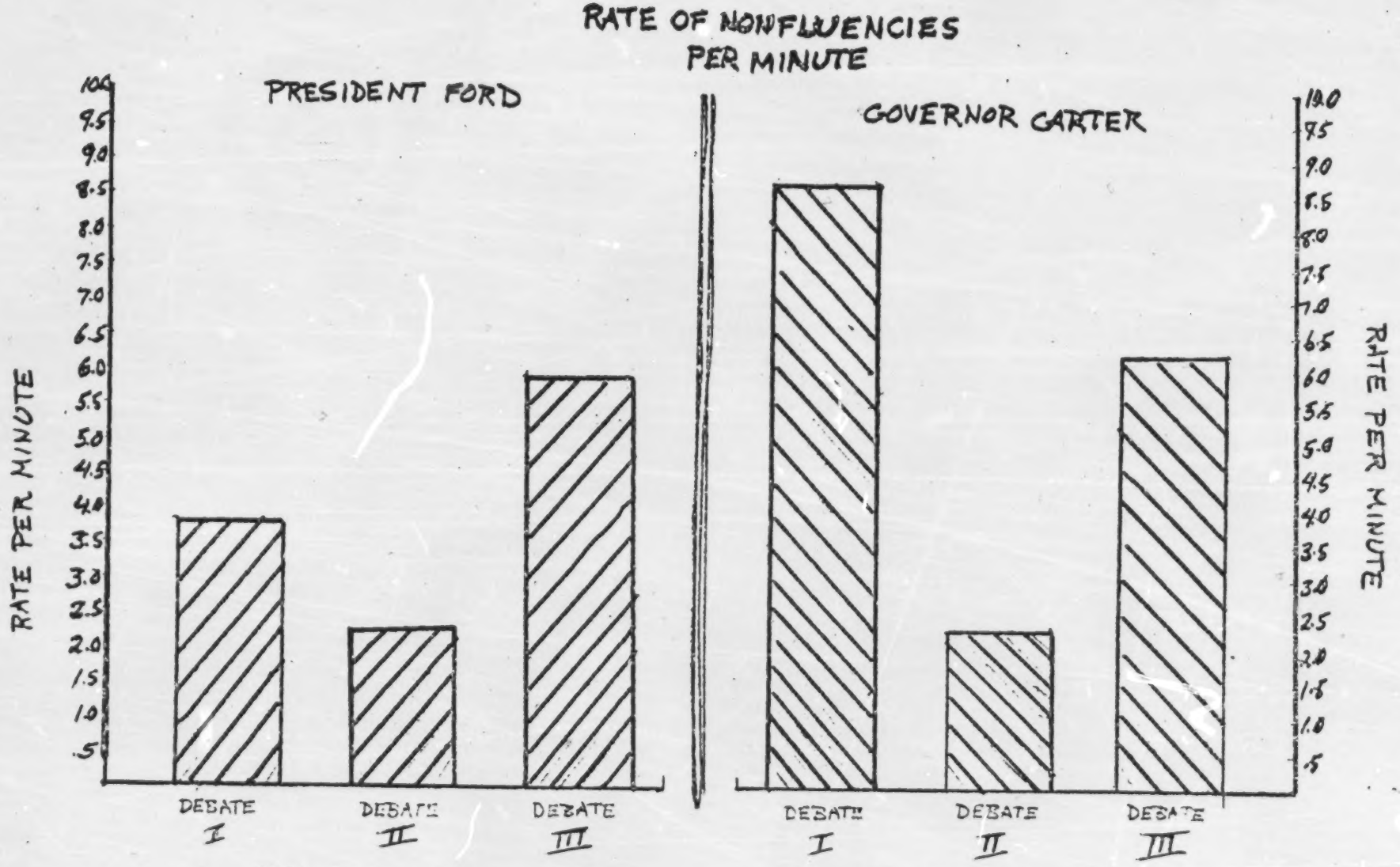
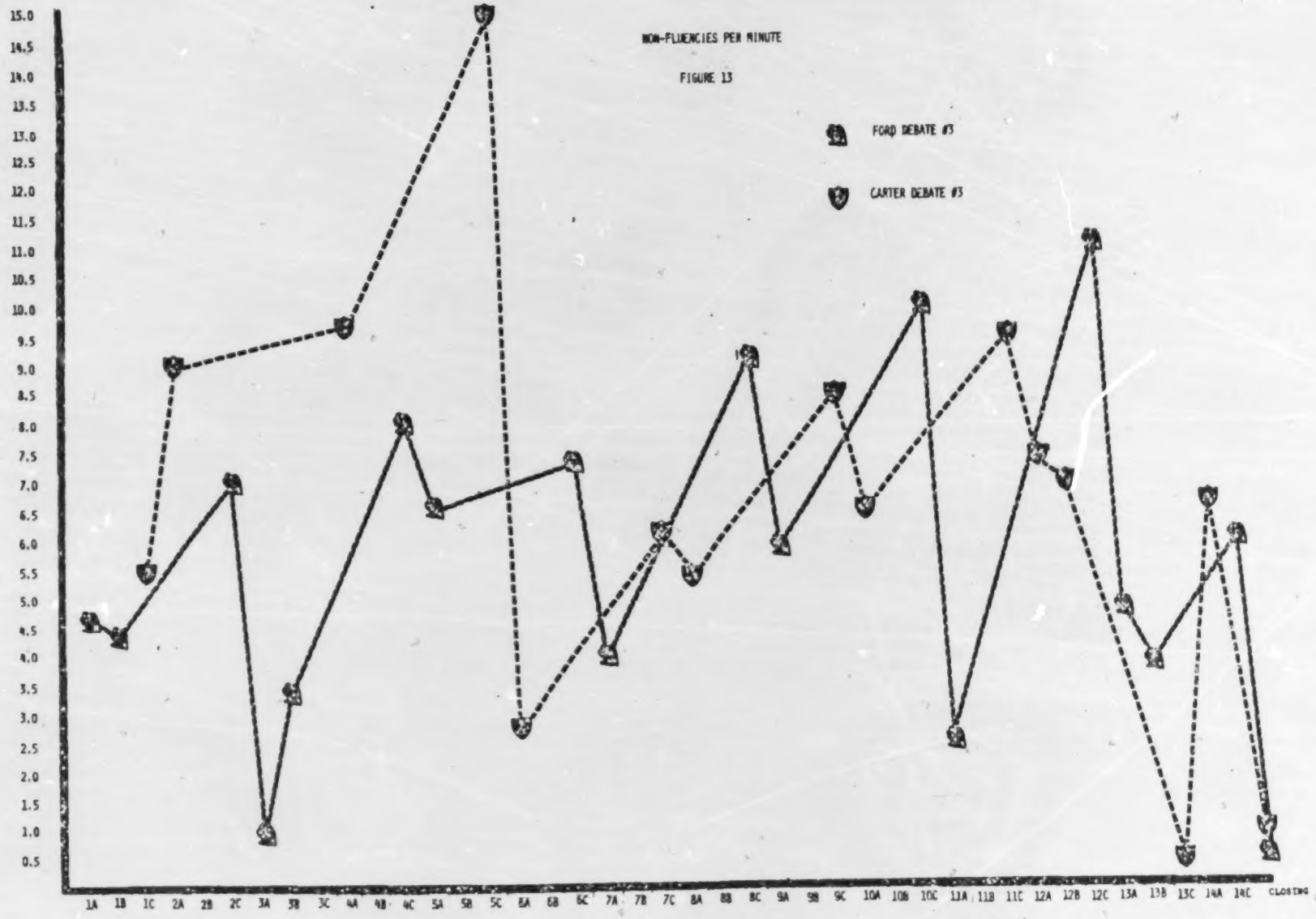


FIGURE 12


RATE OF NONFLUENCIES
PER MINUTE
PRESIDENT FORD
GOVERNOR CARTER
RATE PER MINUTE
RATE PER MINUTE
10.0
9.5
9.0
8.5
8.0
7.5
7.0
6.5
6.0
5.5
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
.5
DEBATE I
DEBATE II
DEBATE III
DEBATE I
DEBATE II
DEBATE III


NON-FLUENCIES PER MINUTE
FIGURE 13
FORD DEBATE #3
CARTER DEBATE #3
15.0
14.5
14.0
13.5
13.0
12.5
12.0
11.5
11.0
10.5
10.0
9.5
9.0
8.5
8.0
7.5
7.0
6.5
6.0
5.5
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
1A 1B 1C 2A 2B 2C 3A 3B 3C 4A 4B 4C 5A 5B 5C 6A 6B 6C 7A 7B 7C 8A 8B 8C 9A 9B 9C 10A 10B 10C 11A 11B 11C 12A 12B 12C 13A 13B 13C 14A 14C CLOSING

NONFLUENCIES PER MINUTE
FIGURE 14

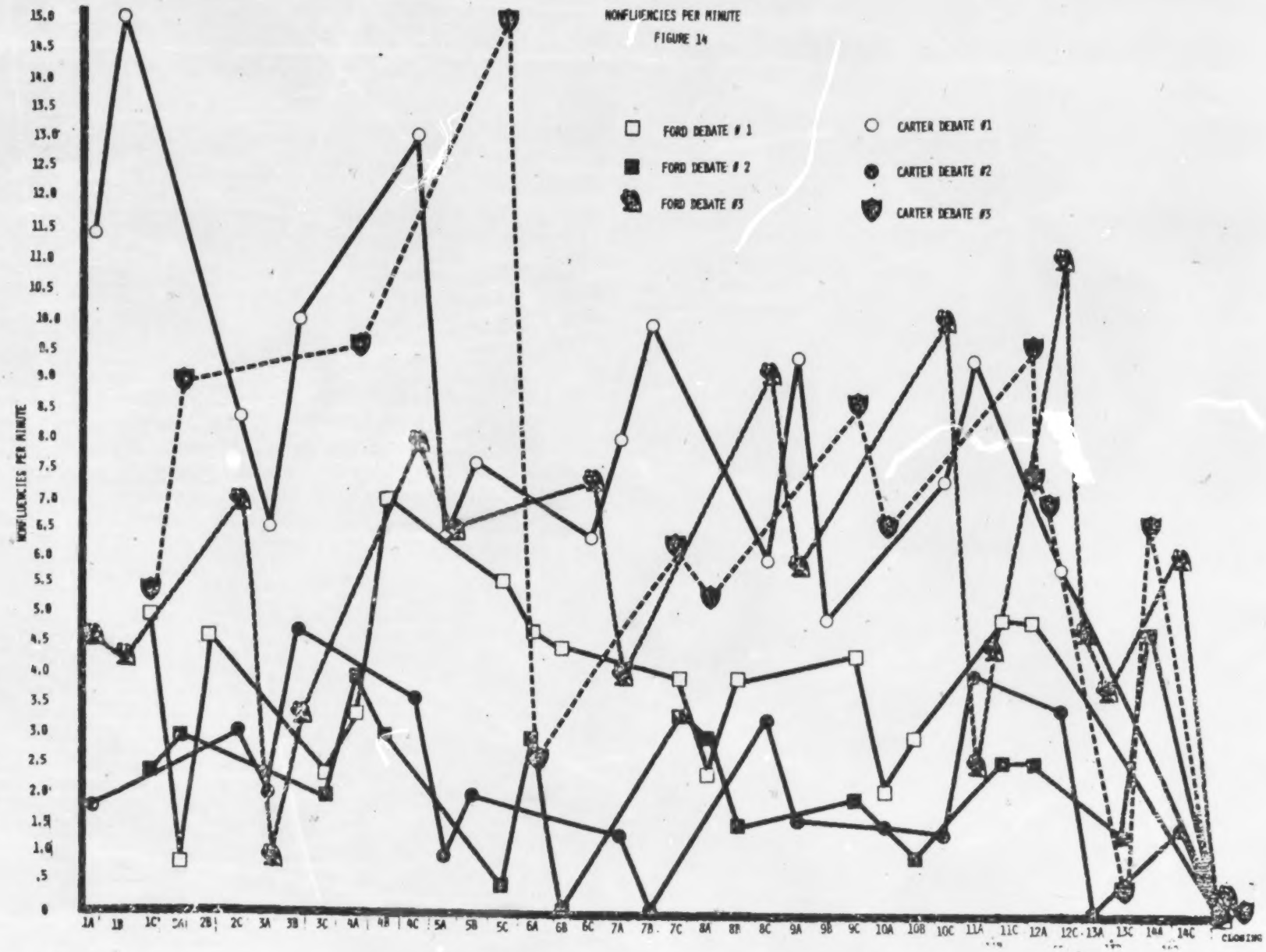


FIGURE 15
USE OF SUPPORTING MATERIALS
PRESIDENT FORD

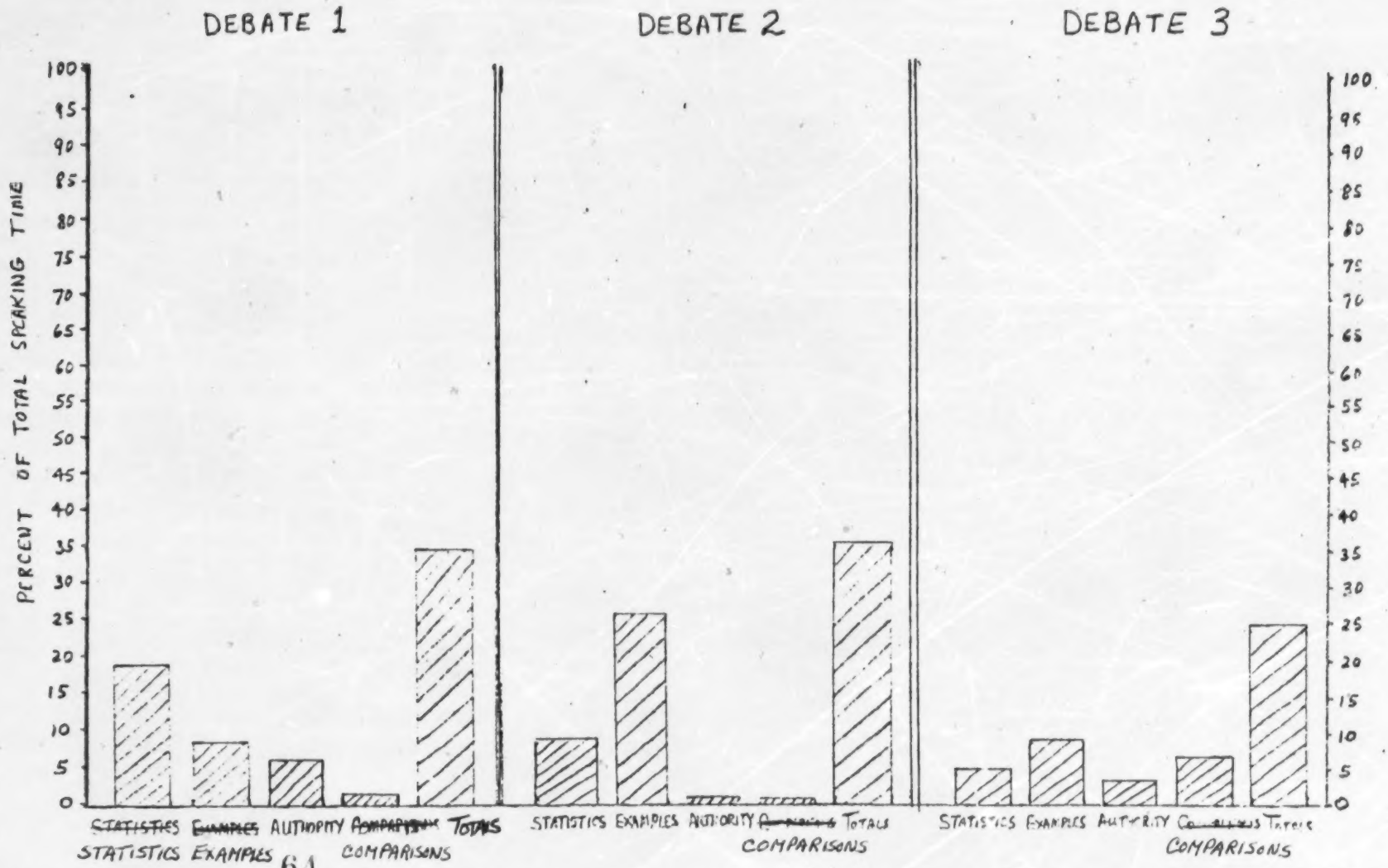
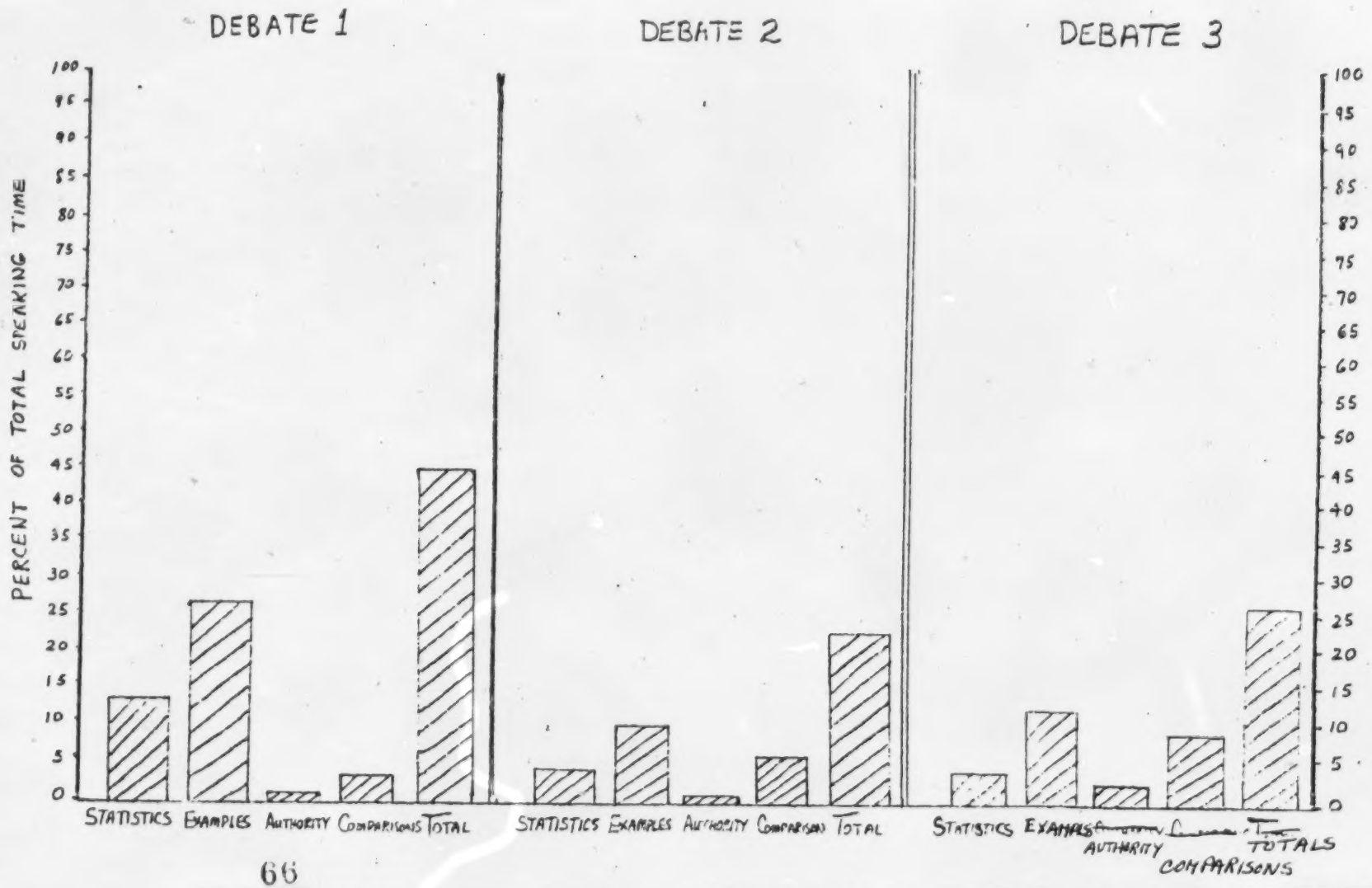


FIGURE 15

USE OF SUPPORTING MATERIALS
GOVERNOR CARTER



CHARACTER REFERENCE
GOVERNOR CARTER

FIGURE 16

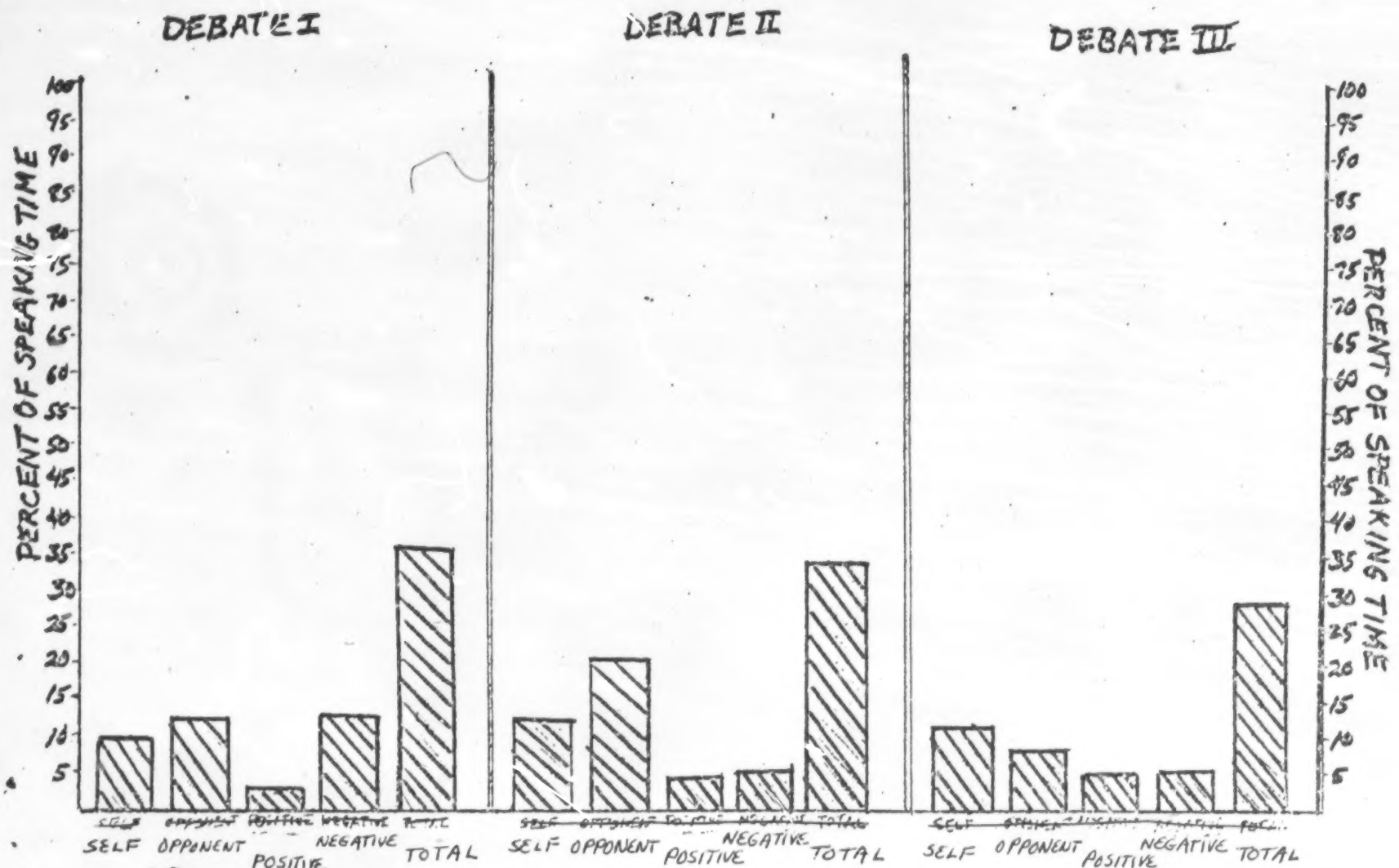


FIGURE 16

CHARACTER REFERENCES

PRESIDENT FORD